

# David HURST

## STRATEGIC MANAGEMENT IN FITNESS AND LEISURE

### Work experience

**1994–1996**

Physical education teacher • English school system

**1996–1998**

Personal Trainer and PT Manager (10 full time personal trainers)  
Espree Health Club, London, GB

**1998–2002**

Personal Trainer • Various health clubs, France

**2002–2004**

Personal Training Manager • Espace Vithalles, Paris

**2004–2008**

Personal Training Manager • Moving Melun

**2008–2020**

Education and Training Manager • Planet Fitness, Aix en Provence  
Technical Development for + 200 education modules / year for Strength and Conditioning coaches including TRX, Vpr, Trigger Point, Resistance Training, PT session delivery (2008–2017), PT Management, Communication and service modules.  
Sales - Personal Training education packages (2017–2020)

**2020–Today**

Independent consultant • Helping develop training systems for various health clubs, Implementing best service and client motivation, training and nutrition strategy, as well as sales for memberships and PT.  
Delivering Sales modules and bespoke sales process to health clubs and trainers to make better client retention strategies.

### **Additional experience:**

**Publication :** Journal of the French National Olympic revue #33 : “Training Load for Elite Athletes”.

**Training Partner, INSEP (French Olympic Judo Team 1998–2003).**

**Speaker and educator :** Olympic Wrestling Team, French National Olympic Committee (SPORTEKI launch), Various regional centres of excellence regarding creation of employment and fitness services.

**Observation and feedback :** Strength and conditioning department, Provence RUGBY (professional rugby Team, Aix en Provence).



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### Education

**Loughborough University,**

**Loughborough, ENGLAND**

BSc (Hons) Degree, Physical education and sports science.

**British Judo Association,**

**Birmingham, ENGLAND**

2 certificates :

Club and senior Judo Coach

**European register of exercise**

**professionals (EREPS) ,**

**BRUSSELS, Belgique**

Personal Trainer Diploma,

EREPS LEVEL 4

Having LIVE TRAINED Over 3500 Personal Trainers and fitness managers in live seminars over the last 17 years, My Work on motivational techniques during training, cueing and coaching with adaptations for the psychological profile of the individual client have led to improved results across the French fitness industry, while building bridges between management and coaches to create client-centric environments that convert more people to exercise.